

To: Roth, William J.
From: Ridge, Robert
Posted: 2/21/97 16:01
Opened: 2/24/97 9:03
Subject: Special Accomplishment

OK 7

Dear Bill:

I would like to share with you a significant accomplishment achieved by ASR John Chlccarelli.

John was successful in selling Bradford Oil (7 store convenience/gas chain). He discovered these stores last summer when he took on additional geography due to realignment. Through John's discovery skills he determined Bradford Oil controlled a total of 7 stores and was indeed a chain. RJR had no presence in any of these locations, until now.

John sold 5 of the locations to our Level I contract (2 locations are below our contract guidelines). PM, BAT and RJR will share the counter with one full price display each. Doral and other savings brands will be merchandised NSS. I almost forgot to mention that Doral is a new distribution since the store did not carry it prior to John's success.

Due to his determination and persistence, John has EARNED Local Performance Recognition.

Please advise if you have any questions.

Sincerely,

Robert

CC: CHICCARELLI, John J.

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